

www.ecb.org



**Educational
Communications
Board**

Media for Wisconsin Schools

2007-2009 Biennium

From the Executive Director

PartnersHIPS

Trusted. Quality. Educational.

These are just some of the words that describe the work of the Wisconsin Educational Communications Board (ECB) and its mission to provide public service media to the citizens of Wisconsin.

The decades-long partnership between the ECB and the University of Wisconsin-Extension provides the foundation for Wisconsin Public Radio and Wisconsin Public Television. The proliferation of alternative media platforms also means that the need for trusted, high quality, educational content has never been greater and the ECB provides that in a number of ways.

The ECB's Education Division acquires and produces some of the highest quality educational content in the country.

Over the last two years, ECB's educational productions have continued to win nationwide recognition while serving the needs of over 56,000 teachers and 870,000 students throughout the state. Produced in cooperation with the Department of Public Instruction and with a strong adherence to Wisconsin's model academic standards, the ECB's Educational Division delivers over 37 hours of instructional programming every week on Wisconsin Public Television alone.

Whether it's through Wisconsin Public Television, ECB's partnerships with Milwaukee Public Television and WDSE-TV in Duluth, Minnesota—or through datacasting and Internet platforms, the ECB remains committed to statewide service.

But providing high quality content is just one part of the ECB's responsibilities.

ECB's Delivery Division is responsible for building, operating and maintaining the broadcast infrastructure that hundreds of thousands of Wisconsin residents rely upon every day. In addition, the ECB is also responsible for maintaining Wisconsin's NOAA weather radio system, the Emergency Alert System, the Amber Alert system, and other public safety systems.

During the last two years, all state agencies including the ECB, have faced significant funding challenges on a variety of fronts. While these changes have required significant budget cuts and changes in operations, the ECB's focus on providing high quality educational and public media programming for all of Wisconsin's citizens remains its top priority.



Gene Purcell
Executive Director, ECB

Education Division

www.ecb.org

During 2007-2009 ECB's Education Division provided a wide variety of educational media, classroom resources and professional development to Wisconsin's educators.

Approximately 130 standards-based instructional television series were broadcast through a partnership with Wisconsin Public Television, Milwaukee Public Television and WDSE Duluth, Minnesota. Nearly 1,500 program episodes covered all curricular areas identified by the Wisconsin Department of Public Instruction. A comprehensive Web site provided educators with teacher materials, additional student resources and schedule information. All instructional programming and resources are selected or developed by the ECB in conjunction with the Department of Public Instruction.

Educational MEDIA

Current Programs and Projects

The 2007-2009 biennium saw the completion and implementation of several projects:

■ *democracy it is!*

Four additional programs for grades six through 10 were added to *democracy it is!* portraying students exercising their rights and fulfilling their responsibilities as citizens of their communities.

Awards: CINE Golden Eagle Award, National Educational Telecommunications Association (NETA) Best Instructional Series 2007, Aurora Award Platinum Best of Show, Aurora Gold Award, Ava Platinum Award, Parents' Choice Recommended Award, Midwest Emmy nomination.

■ *Into the Book Web site*

This reading comprehension resource for K-4 students and teachers accompanies the broadcast series *Into the Book*. These online interactive activities provide opportunities for students to practice their reading strategies. Awards: National Educational Telecommunications Association (NETA), Best Instructional Media Product 2008, National Educational Telecommunications Association (NETA), Best Teacher Resource 2008

■ *World Language Assessment: Get in the Mode!*

World Language Assessment: Get in the Mode! is a professional development series for teachers of world languages to assist them in developing and implementing the best strategies for assessing student learning. Each program emphasizes different elements related to assessment. Awards: Wisconsin Association For Language Teachers (WAFLT) 2009 Anthony J. Gradisnik Award

■ *Soundwaves~Wisconsin Youth Radio Festival*

Each year the *SoundWaves~Wisconsin Youth Radio Festival* invites students in grades three through 12 to produce radio programs such as dramatic adaptations, original works, interviews or public service announcements. Sponsored by ECB in partnership with Wisconsin Public Radio, winners recreate their works at the Madison public radio studios with the assistance of WPR professionals. The productions air on Norman Gilliland's "Old Time Radio Drama" show each May. Winning entries can also be heard online.

■ *The War Project*

In collaboration with Wisconsin Public Radio and the Educational Communications Board, *The War Project* set out to document true stories from World War II. Coached by Wisconsin Public Radio staff, students interviewed World War II veterans and produced a one-hour program telling their stories for broadcast on WPR.

■ *Datacasting*

Instructional programming was also distributed to school districts through datacasting. Using the capabilities of public television's digital broadcast signal, programs were embedded into the broadcast signal as data and enhanced with additional information such as teacher materials. This data was downloaded, stored and viewed later on school district computers. Fifty-one school districts received over 602 instructional programs and accompanying materials.

■ *Blueprint: Designing Wisconsin's Future*

Blueprint: Designing Wisconsin's Future examined how schools, businesses and communities are partnering to prepare students for the 21st century workplace and society.

■ *Wisconsin Hometown Stories Educator Project*

Committees of teachers in Green Bay, La Crosse and Manitowoc-Two Rivers worked with education staff to write teacher materials to accompany this Wisconsin Public Television series.

Additional Resources

■ *Parade of Programs* is the annual print publication describing the instructional programming, broadcast schedule, services, and resources available from ECB's Education Division.

■ *Interconnect 2.0* replaced the print version of "Interconnect," with up-to-the-minute information online about programming, opportunities and broadcast schedules.

■ www.ecb.org provides online resources for teachers, including teacher materials, Web links, series-specific Web sites, professional development opportunities, streaming video and more.

Innovative EDUCATION



Pictured above are the hosts of ECB's production, World Language Assessment-Get in the Mode! Paul Sandrock and Pam Delfoss from the Wisconsin Department of Public Instruction guide viewers through this professional development series and provide valuable insight as it pertains to the assessment of students in world language classrooms.

■ **Parade of Programs'** online database contains detailed information about ECB's instructional programs, including broadcast times, program descriptions and correlations to Wisconsin's academic standards, and is searchable by topic, grade level, curriculum and standard.

■ **PBS TeacherLine** offers Web-based professional development courses in a range of subjects, including mathematics, reading/language arts, technology integration and science.

■ **Descriptive video** versions of two ECB-produced series, *democracy it is!* and *Into the Book*, are available allowing the blind and visually impaired to access a program's video content.

■ **Social Media**—ECB's Facebook page and Twitter stream provide information on ECB events, programming and resources. WIECB, ECB's *YouTube* channel, provides access to several instructional videos

■ The **WISTEM.org** portal supports young people as well as adults interested in pursuing STEM careers by linking them to supportive role models, excellent instruction and training, and access to real world applications and research opportunities.

Looking to the Future

ECB's Education Division is working on several new projects for the next biennium.

■ **Financial Literacy: TEACH IT!** is a multimedia professional development resource designed around Wisconsin's Personal Financial Literacy standards. Videos demonstrate effective teaching of each of the content standards in 21 Wisconsin classrooms.

■ **Financial Literacy: PARENT IT!**, a companion multimedia project to *Financial Literacy: TEACH IT!*, will help parents guide their children in forming successful lifelong financial habits by connecting them to the skills, knowledge and ideas being taught at school.

■ **ENGAGE: State. Tribal. Local. Government**, a broadcast and Web-based series is designed to teach high school students about three aspects of Wisconsin government: state, tribal and local. The series is being created in collaboration with the Department of Public Instruction and a committee of educators.

■ **Climate Literacy Digital Media Project** in partnership with WGBH, Boston and ThinkTV, Dayton will develop digital media resources for middle school focusing on climate literacy.

■ **Blueprint: Designing Wisconsin's Future** will add additional programs to this series featuring school-community-business partnerships in Wisconsin.

classroom resources

Wisconsin Public Radio

www.wpr.org

The last two years have ushered in great change in Wisconsin, the nation and the world. We are proud that Wisconsin Public Radio (WPR) was there to capture the events that touched our local and national communities, and share them with our listeners.

News and Classical Music

Any time of day, any day of the year, WPR is “on.” We deliver programs to over 460,000 individuals weekly on 31 signals; we air classical music on a new high-definition (HD) 24-hour service in 10 Wisconsin cities; and we offer live streams, program archives and MP3 downloads for worldwide listening on our Web site at wpr.org.

MUSIC ~ ARTS

■ WPR News

WPR News produced a number of award-winning series and other projects during the past two years. They included a look at Wisconsin’s infant mortality problem, the state’s efforts to reduce recidivism among former prison inmates, and reporting on the 2008 flooding. WPR news also contributed many stories to NPR’s news programs, including reports on the state budget woes, voter registration efforts and the 2008 flooding.

■ WPR Classical Music

Wisconsin Public Radio’s music staff continue to research and present a wide variety of CD recordings as well as WPR-produced concert recordings and live events around the state. Most hours of music programming are devoted to classical music, but with “Higher Ground” on Saturday evenings and “Simply Folk” on Sunday evenings, various world musics, American and international folk music also have their place on air. We continue our partnership with the Madison Symphony Orchestra and Wisconsin Public Television in the presentation of the “Final Forte,” the finals of the Bolz Young Artist Competition. Twenty-six young Wisconsin chamber musicians—soloists and ensembles—submitted entries for our Neale-Silva Young Artists’ Competition. For the second year in a row, the winners’ concert was broadcast

live from the Wisconsin Union Theater. In April 2009 we welcomed Cheryl Dring as the new music director, who is working to expand our reach into the Wisconsin arts community as well as improving the overall sound of on-air presentations.

■ The Ideas Network

Weekday programming on the Ideas Network offered listeners 9 1/2 hours a day of live, statewide call-in programming. Topics ranged from the presidential election and health care reform to the economy and personal finance. Joy Cardin reached out to listeners around Wisconsin with *The Joy Ride*, a tour bringing live radio to each region of the state. We also held our first day-long broadcast from The Energy Fair in Custer, Wisconsin. Listeners had a chance to watch hosts Veronica Rueckert, Larry Meiller, Jean Feraca and Ben Merens in action. Kevin McKinley, former co-host of *On Your Money*, returned to WPR offering personal finance advice on a weekly basis. On weekends the Ideas Network began airing *The Saturday Special*, an hour of rotating programs and documentaries, including *Radiolab* and *The Moth Radio Hour*.

■ Community Programming

Programs like “Route 51” in Wausau, “The West Side” in Eau Claire, “Final Edition” in Superior and “Newsmakers” in La Crosse gave listeners a chance to hear the issues of their communities addressed through public radio. Hmong residents in northeast Wisconsin enjoyed two hours per week of cultural and community information aired on WHID in Green Bay. In addition, seven regional offices worked with area listeners, businesses and community leaders to enhance the service and outreach of Wisconsin Public Radio in each location.

Awards and Accolades

The WPR news team won numerous awards for its documentary, “Bridging the Shores: The Hmong-American Experience.” WPR also won a 2009 Chancellor’s Award for Excellence in Collaboration for working with the Wisconsin Institute for Public Policy and Service on the documentary and its related outreach efforts.

IDEAS

Building for the Future

In late 2007, Wisconsin Public Radio applied to the Federal Communications Commission for eight new non-commercial FM stations around Wisconsin. Other broadcasters also took advantage of this rare FCC “filing window” and submitted applications, and there are many conflicts among the proposed facilities. We were able to negotiate one conflicting application to allow the FCC to issue a construction permit for a new WPR station in Ashland, Wisconsin. WPR has secured a Federal grant in support of the project, and the preliminary work is underway. We hope to emerge from the filing process with several other construction permits for new stations.

■ The broadcast tower for Wisconsin Public Radio’s flagship station, WHA AM-970 in Madison, was replaced in the winter of 2008-2009. For AM stations, the entire tower acts as the radiating antenna, unlike FM and TV in which the tower is just a mechanical support structure to hold up a smaller antenna. The WHA tower, combined with an extensive ground system, sends out the 5000-watt signal on 970 kilohertz in the AM band. The new tower is performing very well, with higher signal strengths measured in the field and listener reports of improved reception. We are very pleased that this potentially disruptive project was completed with almost no downtime for the station. At times, the station operated at reduced power to protect workers near the antenna, but signal disruptions were kept to a minimum. Photos of this project can be seen at <http://www.flickr.com/photos/32025136@N03/sets>.

■ In early winter, the Milwaukee radio bureau was moved to a brand-new facility in the downtown Federal Plaza building. Four new studios were built with greatly improved flexibility, improved equipment and acoustics. Listeners have commented on the improved sound from the new studios. Photos can be seen at <http://www.flickr.com/photos/32044421@N03/sets/>.

■ At Wisconsin Public Radio’s Madison facility in Vilas Hall, the studios known as “Sub-Control” and “Recording” have been rebuilt. These projects included upgrades to the acoustic wall treatments in the studio and control room, as well as the replacement of the old analog audio mixing consoles with a new digital system. A variety of more modern and flexible digital audio effects and processing units were installed as well. These studios are used for the production of WPR programs such as “To The Best of Our Knowledge,” “University of the Air,” “Chapter a Day,” “Old Time Radio,” and many of the WPR promo and underwriting announcements.

■ Another large project is the conversion from the out-of-date and no longer supported “Sadie” digital audio editing workstations to the new “ProTools” digital editors. Twenty new systems have been assembled, tested and installed in our studios and offices. They are primarily used by technical directors, recording engineers and program producers.

Fundraising and Development

■ The Development Department continued efforts to strengthen the programming and technical services of Wisconsin Public Radio through expansion of established initiatives and exploration of new techniques.

■ The Membership Department reached a record number of donors while decreasing the number of on-air pledge hours.

Current Events



Wisconsin Public Radio “Ideas” network hosts, Joy Cardin and Larry Meiller.



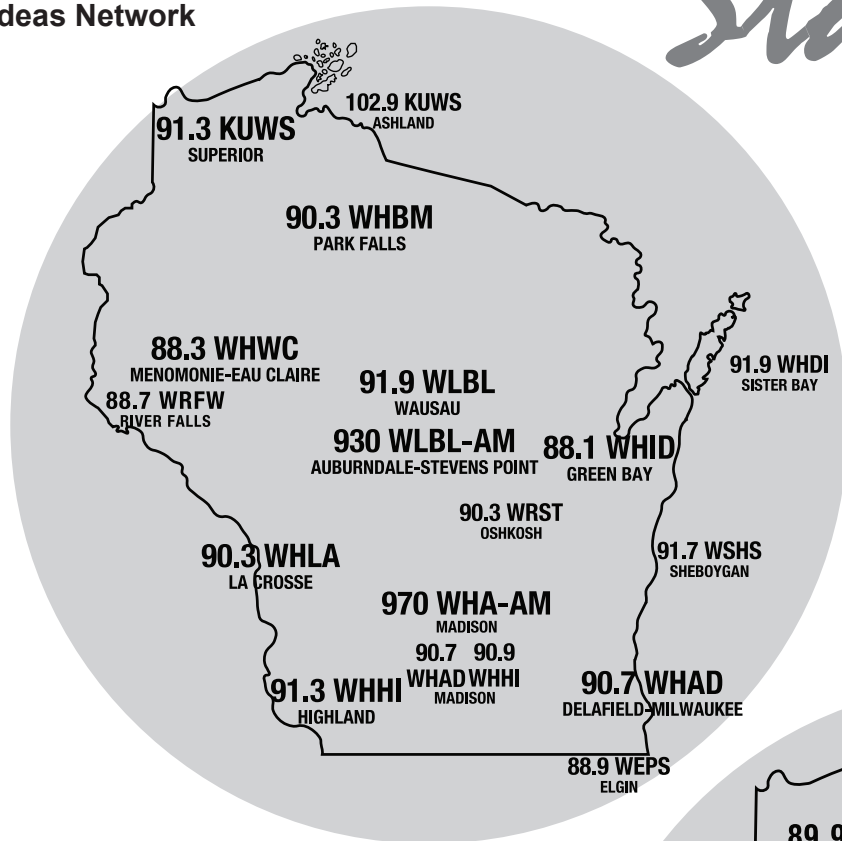
■ The Corporate Development Department continued to reach into Wisconsin’s corporate community for support.

■ The Major and Planned Giving Department is participating in Leadership for Philanthropy, a project funded by the Corporation for Public Broadcasting, to help improve WPR’s culture of philanthropy.

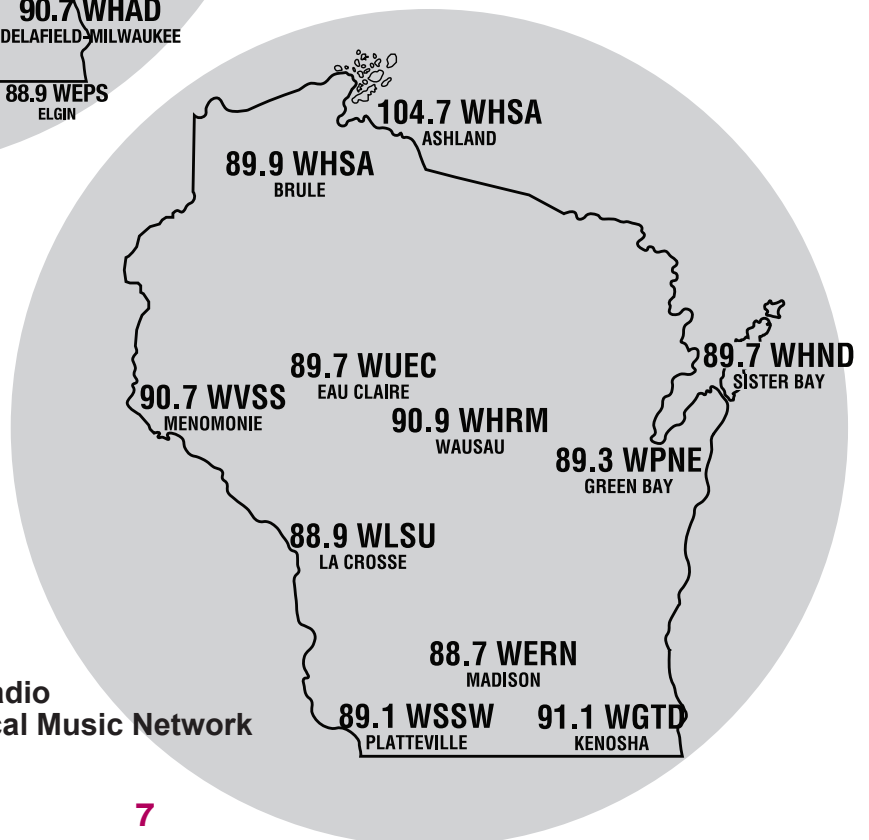
COVERAGE

Statewide

Wisconsin Public Radio
Ideas Network



Wisconsin Public Radio
NPR News & Classical Music Network



Be more informed, enlightened and educated.

Wisconsin Public Television (WPT) is an investment that the people of Wisconsin have made to support a more informed democracy. WPT fulfills that commitment with high-quality broadcast programming, innovative technological applications for education, and outreach programs that touch communities statewide.

LIFELong Learning

Programming

The heart of Wisconsin Public Television is its programming. WPT is the place where state residents go to find enriching, educational and entertaining programs for all ages. WPT broadcasts attract 525,000 viewers each week, offering programs on nature, news and public affairs, science, community issues and children's programming. Here is a sampling of the programs WPT's viewers saw:

■ **WISCONSIN HOMETOWN STORIES: La Crosse**

In addition to the broadcast, a Web site was launched that includes streaming video, teacher resources, an interactive map and gallery, and more. Visit <http://wpt2.org/media.cfm?id=189&category=wh>

■ **WISCONSIN HOMETOWN STORIES: Manitowoc-Two Rivers**

In addition to the broadcast, a Web site was launched that includes streaming video, teacher resources, an interactive map and gallery, and more.

Wisconsin Hometown Stories: Manitowoc-Two Rivers follows the evolution of two cities whose culture, commerce and recreation have been shaped by neighboring Lake Michigan. The program includes tales of shipwrecks and life-saving operations, the development and proliferation of wooden type and aluminum manufacturing, the region's participation in the World War II home front effort and the emergence and growth of new businesses in recent decades. Visit <http://wpt2.org/media.cfm?id=180&category=wh>

■ **Digital TV Transition Education**

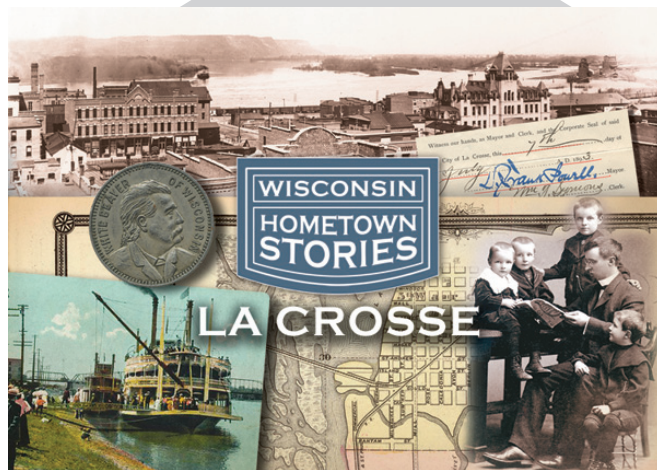
The switch to Digital TV has arrived. Working with local, state and national organizations, WPT was instrumental in making sure viewers statewide had the information they needed to continue receiving our high-quality program lineup. The effort included staff training, a Web site, print materials, presentations to groups, on-air programs and information, personal phone assistance and more.

■ **On the Trail: An In Wisconsin Special**

Wisconsin Public Television hit the trail with a new hour-long special, "On the Trail: An In Wisconsin Special." Producer JoAnne Garrett, videographer Frank Boll and sound recordist Brad Wray traveled the Great Wisconsin Birding and Nature Trail. Along the way, Garrett and the crew profiled efforts to conserve Saw-whet owls at the Woodland Dunes Nature Center in Manitowoc County. They talked with noted Northwoods naturalist, John Bates, about the hidden beauty of winter that can be found in the Little Turtle River Flowage in Iron County. They joined a unique train trip into the rarely visited Tiffany Bottoms State Wildlife Area in Buffalo County. The goal was to give Wisconsin viewers a taste of the natural treasures that can be found on the hundreds of sites that make up this new trail. The result was a gorgeous hour-long special, a rich Web site, <http://wpt.org/inwisconsin/onthetrail.cfm>, and a DVD full of bonus video from the trail.

■ **News and Public Affairs**

WPT continued to provide current news and information, including election-related coverage, a Wisconsin supreme court candidate debate, a Wisconsin Department of Public Instruction candidate debate, the Wisconsin Vote Web site, and candidate statements.



Wisconsin Hometown Stories: La Crosse follows the growth of the city at the junction of the Mississippi, Black and La Crosse Rivers from its earliest days to the present as it evolves from supplying the raw materials to build the great cities of the Midwest to becoming a leader in the field of medicine that it is today.

Wisconsin Public Television



Patty Loew is a producer for Wisconsin Public Television and the host of *In Wisconsin*, WPT's weekly news and public affairs program that spotlights intriguing stories about people, places and issues distinctly Wisconsin.

In recognition of its political news coverage, WPT was awarded its fourth consecutive national USC Annenberg Walter Cronkite Award for Excellence in Television Political Journalism.

In Wisconsin won Best Public Affairs Show for the fourth consecutive year from the Milwaukee Press Club.

Frederica Freyberg's, "War Story: An *In Wisconsin* Special" won WPT's third consecutive Edward R. Murrow Award. Visit <http://www.pbs.org/wgbh/pages/frontline/video/flv/adminpreview.html?hash=inwi10pb20>.

JoAnne Garrett's series on wolves won a Midwest Emmy for *In Wisconsin*. Visit <http://www.pbs.org/wgbh/pages/frontline/video/flv/adminpreview.html?hash=inwi10p40b>.

For more information about WPT's news and public affairs programming, visit www.wpt.org/npa.

■ Concerts on the Square

An annual rite of summer, WPT broadcasts the Wisconsin Chamber Orchestra performances on the grounds of the Wisconsin State Capitol to statewide audiences.

■ Wisconsin Young Artists Compete: The Final Forte

A partnership with the Madison Symphony Orchestra and Wisconsin Public Radio, WPT's broadcast of the final round of the Bolz Young Artist Competition in 2007 was its first high-definition, on-location production. The cameras have returned annually and will do so for another outstanding performance in 2010.

■ Teen Connection and more

In partnership with Educational Television Productions of Northeast Wisconsin and NEWIST/CESA 7 in Green Bay, WPT produces *Teen Connection*, an issue-oriented call-in program, as well as documentaries that air on WPT. Visit <http://wpt.org/teenconnection/>.

■ Education Services

Through its partnership with ECB's Education Division, *World Language Assessment: Get in the Mode!* was delivered to the Educational Communications Board (ECB) in August, 2008. Teacher materials and a Web site for educators were developed for *Wisconsin Hometown Stories: La Crosse* and *Wisconsin Hometown Stories: Manitowoc-Two Rivers* in conjunction with ECB and a committee of educators, delivering June 2008 and July 2009 respectively. Beginning in November 2007 WPT and ECB began work on a personal financial literacy project which is scheduled for delivery October 2009. In July 2008 work began on a state, tribal and local government project with ECB planned for completion in January 2010.

Technology

WPT is dedicated to its educational mission by reaching out to Wisconsin citizens through new broadcast and Internet technology. Its new digital signal gives WPT the capability to enhance its broadcast programming with more options, like customized educational materials for teachers, students and lifelong learners.

■ PortalWisconsin.org

The nonprofit Web site guides users to arts, educational and cultural events and performances in the state. The site is a project of WPT and its partners in the Cultural Coalition of Wisconsin.

■ Datacasting

Datacasting extends program information and provides course materials and online content, delivering data as part of the broadcast signal that can be stored, retrieved and used at the convenience of the recipient.

■ University Place

WPT expanded its educational service through this new broadcast and Web-based project. University Place records lectures by prominent UW researchers, scientists, artists and invited guests and, true to the Wisconsin Idea, shares them with a statewide broadcast and Web audience through a digital stream that's simultaneous with the broadcast. University Place lectures are broadcast daily on the Wisconsin Channel and are archived and available on-demand on the Web. University Place is also working in partnership with Penn State University and Ohio State University to further develop additional means of sharing and enhancing lifelong learning content. Visit <http://wpt2.org/media.cfm?category=up>.

Wisconsin Public Television

■ Multicasting

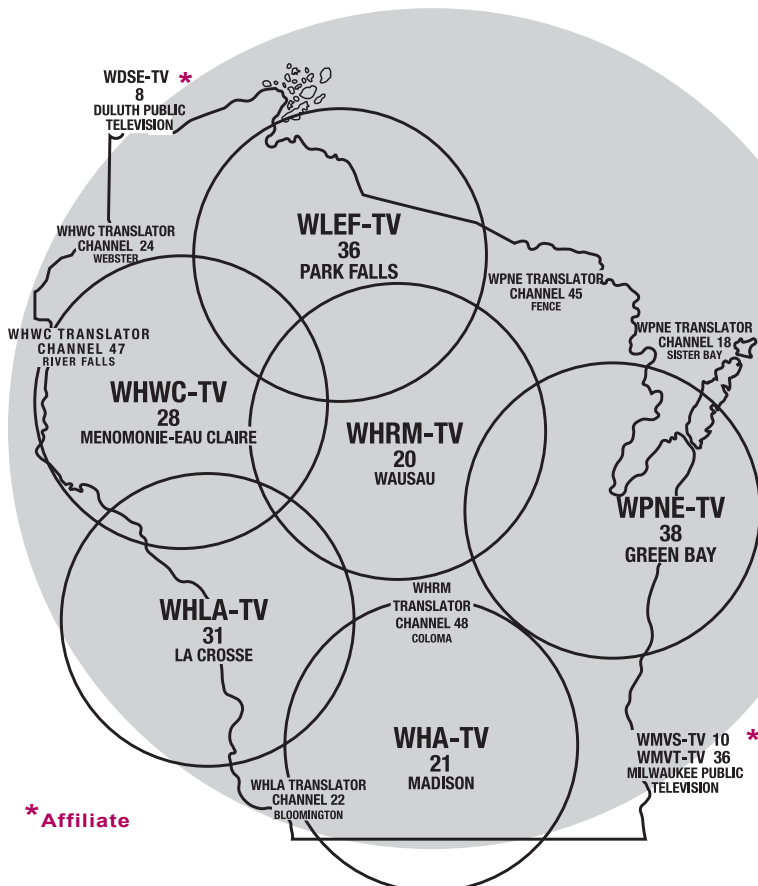
WPT launched its three-channel multicast service during daytime hours as a way to expand program choices for viewers. In addition to WPT's primary service, new channels include:

The Wisconsin Channel—This new digital broadcast service was launched in January with a unique on-air identity. A web page was launched which includes a live stream of the broadcast signal. The Wisconsin Channel includes content primarily about Wisconsin and was the venue for new, originally produced Wisconsin content including *Director's Cut*, a new series that features Wisconsin independent filmmakers, and *30 Minute Music Hour*, an interview/performance series featuring some of the best musicians the Midwest has to offer. In addition to broadcast, each episode of *30 Minute Music Hour* is streamed live worldwide as it's recorded in the studio. Visit <http://wpt.org/wisconsinchannel/livestream.cfm>.

WPT Create—This channel features the best of public television's how-to programs, including cooking, home improvement, art, gardening and more. This channel also is home to Wisconsin PBS Kids programs from 9 a.m. to 2 p.m. weekdays, allowing parents to find their children's favorite shows when WPT-HD is offering in-school programming.

For more information about the ways WPT uses digital technology, visit www.wpt.org/digitaltv.

WPT Stations in Wisconsin



Out REACH

Community Outreach

The benefits that the people of Wisconsin reap from public television go beyond the airwaves. WPT reaches out to local communities across the state to touch the lives of residents in human and heartfelt ways.

■ Wisconsin PBS Kids Open House

WPT Hosts an open house at its studios in Madison. Enthusiasm for it has grown during its 10-year history; nearly 1,400 visitors attend in 2008. Adults can learn more about WPT programs and community services, while children draw, toss beanbags, read and much more. Visit <http://www.wpt.org/kids/openhouse.cfm>.

■ Literacy Projects

WPT's Wisconsin Bookworms™ project, a literacy and child development effort using adult volunteer mentors in communities across the state, will give away more than 50,000 books in a total of 56 counties in 2008-2009. Visit <http://www.wpt.org/kids/bookworms.cfm>.

■ Diversity Discussions

In partnership with the Urban League of Greater Madison and Madison Urban Ministry, and born of the tremendous response to a similar event centered on the POV film "*Two Towns of Jasper*," WPT staged 22 additional screenings and community discussions on diversity matters in Dane County, with more to come.

■ Community Listening Sessions

WPT has conducted 14 community listening sessions since 2000. These gatherings bring together community leaders with WPT and Wisconsin Public Radio leadership to determine new and better ways to ensure that Wisconsin Public Broadcasting meets the needs of everyday citizens.

For more information about WPT's community outreach activities, visit www.wpt.org/outreach.

www.ecb.org/broadcasting or www.ecb.org/technology

Additionally, throughout the state, the Delivery Division and its complement of technical managers, field engineers, operations center personnel and support staff maintain and supervise

the statewide interconnect system for WPT and WPR network programming, and support and maintain most WPT and WPR transmitters. Maintenance of Educational Broadband Services, digital and analog satellite uplink and downlink services, statewide Emergency Alert and Amber Alert Systems, and the All Hazards/NOAA public warning transmitter systems are another important role of ECB's Delivery Division.

■ Conversion of ECB-licensed WPR stations to digital operation continue, with installations in progress at WHND Sister Bay, WHSA Brule, and WHAA in Adams. When completed, all ECB stations will be operating with digital capabilities, except for the relatively low-power stations WSSW and WLBL-FM.

This partial listing demonstrates not only the wide variety of communications services provided statewide by ECB's Delivery Division, but also highlights the Division's efforts to ensure that those services reflect the very latest technologies while providing significant value and new programming choices to all the citizens of Wisconsin.

For further information about ECB's Delivery Division, visit www.ecb.org/broadcasting and www.ecb.org/technology. Or contact the ECB Delivery Division Administrator at (608) 264-9746.



Administrative and Finance Services

www.ecb.org

The Administrative and Finance Services Division of the Educational Communications Board provides the analytical and operational services that support all agency policies, programs and service delivery initiatives. It also provides financial analysis and accounting for the Wisconsin Public Broadcasting Foundation, Inc.

This division serves as a resource in the areas of personnel, employment relations, diversity and employee services, training, risk management and safety, budgeting, internal auditing, accounting, fiscal services, purchasing, facilities management, telecommunications, general support services and information systems.

Bureau of Finance

The Bureau of Finance provides administrative management services in the areas of accounting, purchasing, facilities and fixed assets. This bureau monitors agency revenues and expenditures for statutory compliance and ensures that the agency is granted a satisfactory audit report. During the past biennium Administrative Policies and Procedures were updated and improvements were made in the areas of accounts payable and purchasing to continue processing fiscal transactions in a timely manner to meet customer needs, while accounting and purchasing positions were reduced.

General Services

The area of General Services is responsible for budget (including operating and capital budgets), human resource management services (including affirmative action), employment relations, employee development, compensation, fleet management, telecommunications and insurance.

Information Systems

Information Systems administers information technology services for all divisions of the agency, including data administration, applications development, technical Web page

implementation, workstation support, data collection and technology planning as well as records and forms management. Priorities for 2007-2009 include:

- Upgrading all agency PCs, taking into account Continuation of Operations Plan (COOP) emergency needs.
- Implementing enterprise storage asset management via storage area networking.

Flexible Work Patterns

The ECB has compiled many years of experience with flexible work patterns since the agency implemented policies and procedures during the early 1980s. In conjunction with this and with our ongoing COOP, the ECB has recently implemented policies on telecommuting and work-at-home. ECB continues to offer its employees permanent part-time positions, job sharing, flexible-time work schedules and other alternative employment arrangements. Staff members who have elected these options report satisfaction with the ECB's success in developing flexible work patterns.



ECB's Delivery Division completed work on a new broadcast tower at Highland that will replace the existing tower (foreground) which was constructed in 1952.

EXCELLENCE & EXperience



Agency Vision

The Educational Communications Board, operates Wisconsin Public Radio and Wisconsin Public Television in partnership with the University of Wisconsin. Public broadcasting responsibilities range from content development and programming to production and outreach. ECB's additional responsibilities include serving Wisconsin's educators and students, statewide broadcasting delivery, and the statewide Emergency Alert and Amber Alert systems.

ECB is the steward of 94 Federal Communications Commission licenses for public radio, public television, satellite uplink and downlink, All Hazards Radio, Educational Broadband Service, and other telecommunications stations and facilities around Wisconsin. Underlying these licenses is the responsibility to the common good.

Mindful of its responsibility to the public, the ECB:

- Meets the needs of viewers, listeners, educators, and learners by developing, producing and distributing innovative content and programming;
- Is a steward of Wisconsin's investment in public media and human resources, using them for the common good;
- Operates the technical broadcasting, communications, and other media that deliver public broadcasting and Emergency Alert System notifications for Wisconsin; and
- Fosters a harmonious, creative, diverse work environment that builds the capacity of all staff to accomplish their best for the people of Wisconsin.

Strategic Directions 2009-2011

Content and Programming

- Develop, produce or acquire and deliver the highest quality public broadcasting programs to the people of Wisconsin.
- Offer educational and general audience programming that enhances learning and engagement, a cornerstone of the state's future.
- Attract new audiences for general and educational content by updating material to ensure contemporary use.
- Ensure that public media illustrates the rich diversity of vibrant civic exchange.
- Preserve editorial integrity and independence of thought.
- To accomplish our mission through coordination and cooperation across WPT, WPR, the Education Division, the Delivery Division, and Administrative and Finance Services.

Technology

- Steward the telecommunications and technology investments made by the people of Wisconsin.
- Use the digital transformation of public broadcasting and associated media in effective and innovative ways.
- Remain at the forefront of national efforts to create new digital formats to meet the emerging needs of public broadcasting audiences.
- Practice innovation in all technology.
- Continue to develop ECB's role in disaster preparedness and recovery, including statewide communications efforts.

LeadersHIP

Wisconsin Educational Communications Board Members

Dr. Rolf Wegenke, Chair

Eileen Littig, Secretary

June Anderson

Thomas Basting

Ellis Bromberg

Dan Clancy

Sen. Spencer Coggs

Judith Crain

Tony Evers

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